

January 17, 2013

Via Electronic Filing

Marlene H. Dortch
Secretary, Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Re: Written *Ex Parte* Presentation, GN Docket Nos. 12-268, 09-51; WT Docket No. 11-186

Dear Ms. Dortch:

Over the last several years, CTIA has worked to educate policymakers about the need to identify and bring to market additional spectrum for mobile broadband use. As part of that education effort, CTIA has identified a “virtuous cycle” of investment, innovation and consumer benefit that begins when additional spectrum is brought to market. This virtuous cycle of innovation and investment has driven the mobile ecosystem into areas that weren’t previously considered – health care, education, farming, intelligent transportation, fleet management, mobile commerce, safety and security, small business efficiency and more. As the imbedded videos of these vertical industries show, in this new environment, almost every element of our economy will be impacted if additional spectrum can be identified and brought to markets.

To illustrate the unique ways in which wireless technology is improving the lives of so many Americans, CTIA has created QR Codes for each of the following videos. These videos demonstrate the reality of the ‘virtuous cycle’- as long as more spectrum is available, the industry will continue to invest in networks to handle more capacity, device manufacturers will continue to develop new capabilities for handsets and content developers will continue to create new apps and content – which ultimately benefits the consumers who continue to want and expect more from the mobile ecosystem.

Please take a moment and download a QR Reader on your smart phone or tablet and view these videos. They provide a sense of what is at stake as we all work to ensure that our mobile ecosystem remains a key driver of our entire economy.

Pursuant to Section 1.1206 of the Commission’s rules, a copy of this letter and the presentation are being filed via ECFS with your office.

Sincerely,

/s/ *Christopher Guttman-McCabe*

Christopher Guttman-McCabe

WIRELESS BROADBAND VERTICALS

To launch the imbedded videos, download a [QR Reader](#) to your smartphone or tablet and place your camera viewfinder over the code below, or view [this filing electronically](#) and launch the underlined hyperlink.

Mobile App Boosts Rural America



Many U.S. rural towns find economic development challenging, but West Virginia University started a mobile application pilot project that might help these small towns with their path to long-term sustainability. Mobile Main Street, a free open-source community mobile publishing tool developed by WVU students, is helping merchants and other attractions in Tucker County, WV, utilize the power of mobile social media to help fuel local economic growth and increase mobile literacy.

Business Turns to the Mobile Cloud



Mobile cloud computing is helping businesses directly access data from a mobile device. This segment shows how R&J Construction, a San Francisco-area company, is using the mobile cloud to improve its operations and ultimately, its bottom line.

Fleet Management of School Buses



Innovative use of wireless and GPS technology is helping the Paulding County School District in Atlanta, Georgia revolutionize its bus fleet management. See how district officials, bus drivers and parents benefit from improved efficiency and safety through cutting-edge wireless technology.

Farming with Wireless



A farmer in the Mississippi Delta region uses wireless technology to automatically steer his tractors, creating greater efficiency in tilling his field and harvesting his crops and saving him money and time.

Mobile Education and the Wireless Industry... “Anytime, anywhere learning”



The ever-growing world of mobile education is explored, with a focus on available apps, digital textbooks, and other uses for mobile devices both inside and out of the classroom.

Wireless is Changing Our Military



Mobile devices are improving everyone’s lifestyle, including the military. Some examples cited are the “Army Marketplace” applications store, which will include a variety of apps that help soldiers train and prepare for their respective jobs, navigate in unknown territories, maintain their health and stay better connected with medical personnel.

[Apps Offer Security](#)



Mobile applications continue to enhance the lives of wireless users, providing services that keep people in touch and sometimes aware of dangerous situations. See how the iMap and Skype applications help wireless users stay alert about severe weather and stay in contact with friends and family members in different places and situations.

[Remote Health Monitoring Empowers Consumers](#)



Empowering consumers is a major benefit of wireless technology, and new applications are giving users access to important personal health information. This segment looks at products by WoundMatrix and Reflection Solutions that help keep people safe by letting doctors monitor their patients' health. Find out how your wireless connection can keep doctors up-to-date on your condition.

“Kicks” Changing Mobile Retail Experience



Now you can earn rewards everywhere you go, via mobile. Cyriac Roeding, CEO of Shopkick, talks about the mobile application that drives retail, rewarding customers for entering stores with ‘kicks’ on their mobile device which can be turned in for gift cards, donations to charities and more.

Pay Anywhere and Anytime



For many businesses and nonprofits, accepting credit card or debit card payments was challenging to set-up and expensive to maintain. Thanks to mobile devices and companies such as PayAnywhere, these organizations can accept quickly payments anywhere and anytime while providing customers with peace-of-mind knowing their transactions are secure.